

# Trade Invest Monthly

## Hawaii's International Business Network

State of Hawaii

Department of Business, Economic Development & Tourism

To receive the Trade Invest Monthly by e-mail, please send your request to: [tradeinvest@dbedt.hawaii.gov](mailto:tradeinvest@dbedt.hawaii.gov)

### International Notices

#### 2000 IMCEA Military Armed Forces Trade Show

International Military Community Executive Association (IMCEA) is inviting Hawaii companies to participate in 2000 IMCEA Military Armed Forces Trade Show. This is an opportunity for companies and service providers to meet military buyers and officers.

DATE: March 21, 2000  
PLACE: Hickam Officers Club, Hickam AFB  
COST: \$250 IMCEA Members  
\$300 Non-Members

DEADLINE: February 29, 2000. Space is limited.  
Contact Mel Matsumura, IMCEA Vice President, at Tel: 449-0284 Pager: 851-3403, or Mark Tonini, Hawaii Baking Co., Tel: 488-6871 or Pager: 547-1293.

#### International Conference on Complimentary and Alternative Medicine

"Bridging East and West: Expanding Boundaries in Health Care" is the theme of this first international conference on complimentary and alternative medicines. Sponsored by DBEDT and University of Hawaii's School of Nursing, this event will feature top alternative health experts from the U.S. Mainland and Hawaii. This is the first conference of this type to be held in Hawaii. Conference attendees will include Hawaii's health care professionals, researchers and the public.

Presentations and break-out sessions will be conducted by alternative medicine experts and complementary medicine practitioners (those who work with medical doctors and others in traditional western medicine).

Conference speakers will include:

- Paul Pearsall, Ph.D., a psychoneuroimmunologist;
- Elizabeth Targ, M.D., director of the Complementary Medicine Research Institute, California Pacific Medical Center in San Francisco;
- Barbara Brennan, former NASA physicist and founder of the Barbara Brennan School of Healing near New York City;
- Tibetan Lama, Konchok Rigzen, Ph.D., Buddhist healing philosophies; and
- Tiffany M. Field, Ph.D., Director of the Touch Research Institutes at the University of Miami School of Medicine and Nova Southeastern University, and Dean of the Family and School Center at N.S.U.

Native Hawaiian traditional healing practices will be discussed by Nanette L. Kapulani Mossman Judd, Ph.D. and Terry Shintano,

M.D. and traditional Hawaiian healers: Kamaki Kanahale; and Kailua Clark.

DATES: February 9-11, 2000  
PLACE: Sheraton Waikiki  
COST: \$275

For further information contact, Lacey Hillard, Tel: 956-5480. For registration please contact the U.H. Conference Center, Tel: 956-8204.

#### Hawaii-Vietnam 2000 Trade Mission

Hawaii firms interested in doing business in Vietnam are encouraged to participate in the *Hawaii-Vietnam 2000 Trade Mission* this coming June 11-23, 2000.

Sponsored by Vietnamese American Chamber of Commerce-Hawaii (VACCH) and DBEDT, this trade mission will build upon important relationships established within the Vietnamese government ministries, state enterprises, and private companies in previous missions.

The schedule will include:

- Meetings with government agencies and state enterprises;
- Industry/market briefings by U.S. and Vietnamese officials;
- Site visits; and
- Presentations by Hawaii mission participants to targeted audiences.

Business sectors representing Hawaii's strengths in agriculture, fisheries/aquaculture, tourism, health care, education/training, environmental management and import/export. Flexibility in the schedule will allow for individual business meetings and follow-up, or simply to explore Vietnam's rich historical and cultural heritage. First-time visitors will quickly gain access to key government agencies and business contacts and also an appreciation for the richness of Vietnam's natural beauty, culture and its friendly people.

The mission will visit Vietnam's major commercial centers: in the north, with a 2-day visit to Hanoi; central, for a four-day visit to Hue City; and finally, in the south with a 3-day visit to Ho Chi Minh City (formerly Saigon).

A mission orientation for those interested in participating is planned for late April 2000. For additional details, contact DBEDT at Tel: 587-2766 or Fax: 587-2787

Email: [rb@dbedt.hawaii.gov](mailto:rb@dbedt.hawaii.gov) or the VACCH, P.O. Box 2011, Honolulu, HI 96805 or Fax: 808-523-5874

## Hawaii International Air Cargo Symposium

Hosted by DBEDT, Airports Division of the State Department of Transportation, State Department of Agriculture, Air Cargo Association of Hawaii, and the Airlines Committee of Hawaii.

The theme of this year's symposium is "Air Cargo Logistics in the 21<sup>st</sup> Century: From Local to Global". The focus will be on the following topics:

- New opportunities for air cargo in a global market – the impact on airport infrastructure;
- E-commerce in air cargo: "changing the way to do business";
- How air cargo can work for you;
- New government shipping regulations;
- How do Hawaii's exports measure up?; and
- Prevent cargo loss & damage: insurance, proper packaging and procedures.

Symposium organizers are urging early registration and exhibit space reservation.

DATE: October 17 and 18, 2000  
 PLACE: Sheraton Waikiki Hotel  
 COST: Early registration fee: \$150.00 by September 15, 2000  
 Late registration fee: \$200.00

For registration and exhibit space information contact: UH Conference Center, Tel: (808) 956-8204; Fax: (808) 956-3364.

## Hong Kong Telecommunications Market *"Opportunities for Hawaii Companies"*

This seminar is presented by DBEDT, Hong Kong Business Association of Hawaii (HKBAH), and the Hong Kong Economic & Trade Office – San Francisco.

The focus will be on the latest developments in the telecommunications revolution that is sweeping the world; how Hong Kong is positioning itself as Asia's pre-eminent telecommunications hub; and lessons and opportunities for aspiring Hawaii telecommunications companies.

Hong Kong telecommunications facilities are among the best in the world. It is the first major city in the world to have a fully digital telephone network, and to introduce number portability. It has the highest rate of telephone line penetration in Asia and has one of the world's highest cellular phone use.

The guest speaker is Anthony Wong, Director-General of Telecommunications of the Hong Kong Special Administrative Region. Mr. Wong heads the executive arm of the Telecommunications Authority, which regulates the telecommunications in Hong Kong through the promotion of open and fair competition.

The seminar details are as follows:

DATE: Tuesday, February 1, 2000  
 PLACE: Hyatt Regency Waikiki - Makai Ballroom  
 TIME: 5:30 – 6:15 p.m. Registration / cocktails  
 6:15 – 7:45 p.m. Feature Presentation / Networking  
 COST: \$10 per person includes two drinks

Contact Johnson Choi at Tel: (808) 524-5738.

## China's WTO Membership *"Implications for Hawaii"*

The Hawaii Chinese Tourism Association (HCTA) presents a luncheon seminar on "China's WTO Membership: Implications for Hawaii."

The keynote speaker is Dean Ho, 1999 Chairman of the Board of Governors of the American Chamber of Commerce in Shanghai, and Vice President of Unison.

Panelists are as follows:

- ◆ Carol Tsai, President, Hawaii Chinese Tourism Association;
- ◆ Gregory Wong, Director, Export Assistance Center - Hawaii, U.S. Department of Commerce; and
- ◆ Manuel Menendez, Director, Office of Economic Development, City and County of Honolulu.

DATE: Tuesday, February 1, 2000  
 PLACE: Ala Moana Hotel – Garden Lanai  
 TIME: 11:30 a.m. – 12 noon - Registration  
 12 noon – 1:45 p.m. – Lunch & program  
 2:00 – 2:15 p.m. – Membership meeting  
 COST: HCTA members: \$25.00,  
 Non-members: \$30.00.  
 No-shows will be billed

For more details, contact Carol Tsai at Tel: (808) 377-1123; Fax: (808) 377-1160; e-mail: [caroltsai1@aol.com](mailto:caroltsai1@aol.com)

## Hong Kong Business Association *"Technology in Hawaii's future"*

The HKBAH invites you to its Year 2000 Officers and Directors Installation Banquet and New Year Celebration.

The keynote speaker is Annie Tam, Deputy Secretary of the Office of Information Technology & Broadcasting, Hong Kong Special Administrative Region. Ms. Tam will speak on the Hong Kong Information Technology, including the Cyberport Project, its design, development, marketing and management. This project aims to create a strategic cluster of professional talents in Hong Kong in the shortest time possible. It will help to enhance Hong Kong's position as an international services center, and a gateway to China's growing Information Technology and Internet market.

The guest speaker, George Mason of *Pacific Business News*, will discuss, "Hawaii's role and future in high technology development."

DATE: Friday, February 25, 2000  
 PLACE: Sheraton Waikiki Hotel  
 TIME: 5:30 p.m. – Cocktails  
 6:30 p.m. – Dinner and Program  
 COST: \$55 per person if payment received  
 By February 1, 2000  
 \$60 per person after February 1, 2000  
 NOTE: Business attire  
 DEADLINE: February 15, 2000

Contact Johnson Choi at Tel: (808) 524-5738.

# Worldwide Market Reports

*Due to the large number of requests for reports, we have made the request process easier to better serve you. Complete the request form at the end of the newsletter and fax it to 587-3388, or send an e-mail message to: [tradeinvest@dbedt.hawaii.gov](mailto:tradeinvest@dbedt.hawaii.gov)*

## Singapore Market Guide - Confectionery

The U.S. Department of Agriculture has recently published a report, "Singapore Market Report – Confectionery 1999."

In summary, the report states:

- Singapore's confectionery market is supplied by both locally manufactured products and by imports;
- The vast majority of confectionery is imported;
- Market is about US\$65 million in imports for chocolates, medicated sweets, and other chocolate confectionery; and
- Close to 95% of the locally produced chocolates and chocolate products are directly exported to overseas markets.
- Singapore's importance as a regional distribution hub;

The report also provides information on:

- |                         |                                   |
|-------------------------|-----------------------------------|
| ▶ Country in profile    | ▶ Consumer tastes and preferences |
| ▶ Distribution patterns | ▶ Import requirements             |
| ▶ List of importers     | ▶ Retail price samples            |

For a copy of the report, complete the request form and fax to (808) 587-3388.

## Japan – Pharmaceutical Information

**"Now available on the Internet"**

The U.S. & Foreign Commercial Service in Japan reported that the Japan Pharmaceutical Manufacturers Association (JPMA) has recently updated its website at:

[www.jpma.or.jp/12english/index.html](http://www.jpma.or.jp/12english/index.html)

The website lists topics of interest for interested pharmaceutical exporters and new-to-market companies on the intricacies of the Japanese pharmaceutical requirements. Topics include:

- National Health Insurance Systems;
- "New Drug Development" - approval and listing of drugs; and
- "Sales Activities"

JPMA plans to update this website frequently.

## U.S. Department Agriculture Exporter Guides

With major overseas offices, the U.S. Department of Agriculture's Foreign Agriculture Service publishes periodic reports on major markets for U.S. agricultural products based on the field experiences of its commercial service officers.

Three recent Exporter Guide publications for U.S. agricultural products are on the following countries:

- **India** (13 pages)
- **Korea** (15 pages)

## • Hong Kong (14 pages)

The three market reports provide the following market information:

1. Market overview – economic situation and consumer spending, U.S. market position;
2. Exporter business tips – food preferences, general import and inspection procedures;
3. Market sector structure and trends – hotel, restaurant and institutional food service sector, food retail, food processing sector, trends in promotional/marketing strategies and tactics;
4. Best high value product prospects;
5. Key contacts; and
6. Key trade and demographic information.

For a copy of a report, complete the request form and fax to (808) 587-3388.

## New Zealand Market Opportunities

The U.S. & Foreign Commercial Service (USFCS) in New Zealand reported that the corporate giftware, premiums and promotional products market is growing quickly and is very competitive.

Although New Zealand is a small nation with a population of 3.7 million, the USFCS estimates the industry is a US\$97 million business. Top users of corporate gifts are the telecommunications, medical, commercial radio, and fast-moving consumer goods companies. Promotional products and premiums represent approximately 90% of the sector, and corporate gift-giving 10%.

U.S. products have a reputation of being good quality, but are also more expensive than products from Asia. The U.S. market share in this sector represents about 10% of the total market of approximately US\$10 million.

The report provides background market information in the following format:

- ❖ Market highlights and best prospects
- ❖ New Zealand's top 20 advertisers in 1998
- ❖ Competitive analysis
- ❖ End-user analysis – demographics
- ❖ Top product categories
- ❖ Market access & Tariffs
- ❖ Trade events
- ❖ Trade contacts

For a copy of the report, complete the request form and fax to (808) 587-3388.

## Japanese Product Labeling Survey

The Japan Fair Trade Associations Federation recently conducted a survey on consumer recognition of "label emphasis." The 500 consumers were asked to rank 25 health-related and non-health related claims in three categories: 1) "interest"; 2) "influence" on purchase decision; and 3) "credibility". Claims were rated on a scale of 0 to 5, with 5 being the most positive. For those three categories, the highest-ranking claims are as follows:

**Consumer "Interest"**

- |                                    |                         |
|------------------------------------|-------------------------|
| 1. Reduced garbage (4.5)           | 2. No additives (4.5)   |
| 3. No agricultural chemicals (4.4) | 4. Recycled paper (4.4) |

The high rankings for the two health-related claims reflect growing demand for foods that do not contain synthetic substances. These were rated as follows:

**"Influencing" purchase decisions**

- |                          |   |
|--------------------------|---|
| 1. No additives (4.3)    | 2. No agricultural chemicals (4.1)  |
| 3. Reduced garbage (4.1) | 4. <i>Yuuki saibai</i> (grown with the use of chemical fertilizers) (4.0) |
| 3. Recyclable (4.0)      | 5. Recycled paper (4.0)   |

**"Credibility"**

- |                       |                          |
|-----------------------|--------------------------|
| 1. No additives (4.4) | 2. Recycled paper (4.2)  |
| 3. Recyclable (4.0)   | 4. Reduced garbage (3.8) |

Although "No agricultural chemicals" and "*Yuuki saibai*" received high ranking in the terms of "Interest" and "Influence" on purchase decision, both ranked lower in credibility. Consumer suspicions about the credibility of organic labels in Japan have led to a growing demand for third-party certification.

For a listing of the emphasis labeling survey results, complete the request form and fax it to (808) 587-3388.

## Offers

*The below-listed trade opportunity comes directly from the company or trade organization, and DBEDT does not endorse these listed companies or organizations. Please do your own background check before entering into any business negotiation.*

### Offers to Sell

Philippine art distributor, Moon Dragon Arts, wants to contact dealers, brokers, galleries, agents and art foundations for direct purchase of artwork by Philippine national artists, classic and contem-

porary. Contact Romana Go, US fax: (503) 961-1971 Philippines fax: (632) 361-4417 Email: [moondrgrn@compass.com.ph](mailto:moondrgrn@compass.com.ph) Webpage: [www.moondragonarts.com](http://www.moondragonarts.com)

## Worldwide Business Trade Shows, Conferences, and Trade Missions

### 2000

The U.S. Department of Agriculture's Agricultural Trade Office in Singapore lists the following food trade shows for 2000:

**March 21-23**

Brew-Drink Tech Asia 2000. The third international exhibition on brewing equipment and technology in Asia.

**June 26-28**

Singapore Seafood Exhibition. Target audience is the seafood trade in the Southeast Asian region.

**September 20-22**

Global Franchising. Held in conjunction with Global Franchising 2000 International Conference. Featuring franchising, licensing and other business opportunities.

For more information, contact the Singapore Exhibition Services at Tel: (65) 732-7667; Fax: (65) 738-6776.

**July 12-14**

Second Japan International Seafood and Technology Expo. Tokyo Japan. Supported by the Japanese Ministry of Agriculture, Forestry and Fisheries (MAFF), the Ministry of Health and Welfare (MHW), the Ministry of International Trade and Industry (MITI), and various Japanese industry associations and organizations. Attendance is expected to be 20,000 trade visitors from retail stores, food services, fishermen, fish growers, and research institution sectors. Contact Kazuo Ide and Associates Exhibition Office, Tel: 81-3-358506681; Fax: 81-3-3582-2337; e-mail: [kazexhb@sannet.ne.jp](mailto:kazexhb@sannet.ne.jp)

## Report Request Form

Company: \_\_\_\_\_ Contact person: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zipcode \_\_\_\_\_

Telephone number: \_\_\_\_\_ Facsimile number: \_\_\_\_\_

Report(s) requested:

\_\_\_ Singapore Market Guide - Confectionery

\_\_\_ Korea Exporter Guide

\_\_\_ New Zealand Gift/Promo. Products/Premiums

\_\_\_ India Exporter Guide

\_\_\_ Hong Kong Export Guide

\_\_\_ Japanese Product Labeling Survey

Other: \_\_\_\_\_

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